

# What's News in Egypt?

**USIS-CAIRO "HEADLINE REPORT"**
**PRESS SECTION, AMERICAN EMBASSY**

"What's News" is prepared to give American readers a quick, at-a-glance, objective poll of Egyptian newspaper interest; to show what Egyptian papers are "playing up" and what they are "playing down." Where possible, it cross-sections the press--right, left and center--concentrating on major and most influential papers. Topics are listed in the order of the importance given them by editors...and thus are listed in the order in which they claim the eyes of Egyptian newspaper readers.

Explanation of the poll system appears on reverse of this page.

Papers of  
Aug. 5, '48

"Ahrām"

"Kotla"

"Misri"

"Sawt ol Umna"

Subject:	Points:	Papers using:
<u>ARABIC PRESS</u>		
PALESTINE -- King Abdullah's declaration in Amman: "I hope Bernadotte will succeed"; Jewish truce violations; problem of refugees; Bernadotte meets Azzam Pasha in Alexandria; Mediator expresses views on problem of Arab refugees in press conference...	107	Ah, K, M, S.
BERLIN -- general situation under tension; Moscow receives replies from Western capitals; 3 Powers' approval of 4-Power conference; Russia accuses Britain of kidnapping Russian children (M)...	64	Ah, K, M, S.
DANUBE CONFERENCE -- development of; Vishinsky presents his Government's proposals for a new convention on Danube navigation...	35	Ah, K, M, S.
TEXT OF U.N. WORLD MAGAZINE story written by Austrian journalist on "Russian Policy in the Middle East"...	25	Ah, K, M.
LAKE SUCCESS -- Yugoslavia accuses West of wanting Trieste under Italian rule...	11	Ah, K.
U.S. urges continued work on reduction of armaments...	10	M (USIS), K.
OLYMPIC GAMES EVENTS... (given international news importance in one paper only)...	10	Ah.
SIR STAFFORD CRIPPS' PARIS PRESS CONFERENCE on ECA achievements...	8	K.
TEHERAN -- talks on Irano-Russian relations...	8	Ah, M.
NEW DELHI -- fear of extension of Indo-Pakistan fighting on Kashmir question...	8	Ah.
LONDON -- Bevin-Amr meeting on African problems...	5	Ah.
1945 WORLD BANK REPORT RELEASED (USIS)...	5	M.

MORI/CDE

#### HOW THIS REPORT IS PREPARED...

"What's News" does not translate news stories to reflect the individual point of view of any one newspaper. By an objective statistical conversion of "headline bigness," "story placement" and "display" into figures, it attempts to show a general picture of how the newspapers of Egypt rate current news.

To give this picture, every story on the major news pages of a representative group of newspapers in each language is given a "point value," based on story display and position.

These point values are reached as follows:

1. A single-column headline is given an arbitrary value of two points. A two-column headline rates four points. A three-column headline earns six -- etc. The basic point value of a story is set at twice the width of its headline.
2. Three points are added to the value of all stories published on "Page One"... and an additional two points are added to each story published in the top third of Page One. Thus an eight-column "banner" headline on Page One rates sixteen points, plus three points, plus two points -- 21 points.
3. After all stories in the newspapers covered are evaluated in this manner, the total score for each item of news (regardless of what phase of the story the individual newspaper "plays up") is added, for the entire cross-sectioned group of newspapers. By choosing papers right, center and left, partisan considerations in giving prominence to news are "balanced out". Thus, if the Wafd gives a story banner headlines and the Administration omits, the score for this story, even though it is bannered in a Wafd paper, will be no more than the score for a story given four-column headlines in both Administration and Opposition newspapers.
4. The identical system is used in evaluating the Arabic and French press, except that the Arabic report, because of the Egyptian custom of bulking international news on Page One, and major local news on Page 2, scans both these pages. The French analysis covers "Page One". The English Press is not evaluated because only a single newspaper appears mornings, another afternoons, and American readers can see immediately the value accorded specific items by the "entire" morning and evening English Press.
5. "Editorial Report" simply lists the subjects of major editorials (as opposed to news items) in the press, by newspapers, for the convenience of those seeking comment on a specific subject.

#### WHY THIS REPORT IS PREPARED...

USIS has "evaluated" the news in less formal fashion for some time, in order to guide its work. No "Information Service" can operate into a void; it must know what subjects are of most vital interest to the papers it services.

Because it has seemed probable that other Embassy officials and Americans, unable to read the Arabic and French press daily for themselves, would find a "shorthand report" of this sort valuable as a barometer of local press (and thus, to a degree, public) interest, the above means was devised to pass along the daily USIS look at the news.

-2-

Subject:	Points:	Papers using:
MEDICAL CONGRESSES in Europe to be attended by Veterans Administration officials (USIS) ...	3	M.
U.S., COLOMBIA to consider proposed inter-ocean canal (USIS)...	2	Ah.

FRENCH PRESS

August 5, 1948 papers: "Journal d'Egypte," "Progres Egyptien."

PALESTINE QUESTION -- Bernadotte appeals on behalf of Arab refugees; Azzam Pasha holds meeting in Alexandria, meets Bernadotte; King Abdullah's declaration in Amman: "I hope Bernadotte will succeed"...	76	J,P.
BERLIN -- general situation; probability of a 4-Power conference; Western envoys to meet Molotov again; West watches for resumption of land traffic between Berlin and Western zones...	33	J,P.
DANUBE CONFERENCE -- development of; Britain and France determined to fight until very end to obtain best possible convention on Danube navigation...	14	J,P.
OLYMPIC GAMES EVENTS...	16	J,P.
TEXT OF U.N. "WORLD MAGAZINE" story written by Austrian journalist on Russian policy in the Middle East...	12	J.
REYNAUD expresses hope of British support of a "United States of Europe"...	7	P.
U.S. REPUBLICANS submit anti-inflation bill...	7	P.
DAKAR -- missing French flying boat believed to have sent SOS...	7	P.
MALAYA -- disturbances...	5	P.
HUNGARY -- Hungarians living abroad asked to return within 30 days...	5	P.
LAKE SUCCESS -- Yugoslavia accuses West of wanting Trieste under Italian rule...	6	P.

EDITORIALSFRENCH PRESS

Are not the Arab Refugees Human Beings like those who were exiled from Hitler's Germany? -- "Journal d'Egypte."

ARABIC PRESS

Western Union and the Difficulties it Encounters -- "Ahram."  
Al Kossair Revived -- a wish fulfilled after 38 years -- "Ahram."

-3-

Subject:	Points:	Papers using:
Housing Problem -- what is required is a general policy for building popular homes -- "Ahram."		
Palestine Refugees -- "Misri."		
Educating Everybody -- "Misri."		
A Knot with no solution -- "Kotla."		

-----